



Hosted by the C&O Web/Digital Team

April 19, 2012

Phone: 1-646-558-2123

Access Code: 351-749-040

**Monthly Meeting**

- Around the Room – Drew Bittner
- Biomass User Research – Liz Penniman
- Linking to Non-DOE “External” Websites – Sarah Lynch
- AFDC Treejack User Research – Trish Cozart
- Widget Style Guide – Elizabeth Spencer
- Web Governance Team – Billie Newland and Drew Bittner
- PIR – Scott Minos and Sarah Lynch
- Standards Tip: Print Templates – Elizabeth Spencer



# Biomass Program

U.S. DEPARTMENT OF  
**ENERGY** | Energy Efficiency & Renewable Energy

U.S. DEPARTMENT OF ENERGY | Energy Efficiency & Renewable Energy

EERE Home | Programs & Offices | Consumer Information


## Biomass Program

Biomass Program  SEARCH  
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HOME ABOUT THE PROGRAM RESEARCH & DEVELOPMENT FINANCIAL OPPORTUNITIES INFORMATION RESOURCES NEWS EVENTS

EERE > Biomass Program

Biomass is a clean, renewable energy source that can help to significantly diversify transportation fuels in the United States. The Biomass Program is helping transform the nation's renewable and abundant biomass resources into cost-competitive, high-performance biofuels, bioproducts, and biopower.



### BIOMASS PROGRAM OVERVIEW

LEARN MORE ABOUT OUR PROGRAM

- Feedstocks and Logistics >
- Processing & Conversion >
- Biorefineries >
- Infrastructure >
- Sustainability >
- Analysis >
- FAQs >
- Contact Us >

### MONTHLY NEWS BLAST

Sign up to receive the Biomass Program's monthly news blast, along with periodic Biomass Program notifications via email. Blasts include information on:

- Past and Upcoming Events with Biomass Program Representation
- Funding Opportunity Announcements
- Bio-Blogs and News Updates.

Please enter your email address below to subscribe.

Enter Email

### FEATURES

- Replacing the Whole Barrel >
- U.S. Billion-Ton Update >
- Biomass 2011 >
- Biomass Peer Review 2011 >
- Integrated Biorefineries Map >
- Biomass R&D Initiative >
- Funding Opportunities >

### NEWS

Valerie Reed Tweets about the Future of Biofuels  
December 15, 2011

DOE Webinar September 22: The U.S. Billion-Ton Update  
September 19, 2011

USDA, Departments of Energy and Navy Seek Input from Industry to Advance Biofuels for Military and Commercial Transportation  
August 31, 2011

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### EVENTS

Biomass 2012: Confronting Challenges, Creating Opportunities – Sustaining a Commitment to Bioenergy  
July 10-11, 2012

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### FEATURED PUBLICATIONS

U.S. Billion-Ton Update: Biomass Supply for a Bioenergy and Bioproducts Industry

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## Biomass Program

U.S. Biomass Program

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### EVENTS

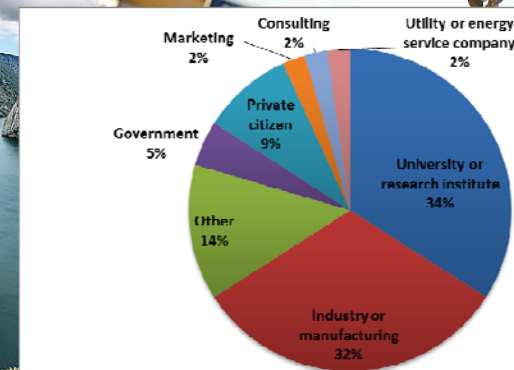
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More Events >

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U.S. Billion-Ton Update: Biomass Supply for a Bioenergy and Bioproducts Industry

More Publications >



Morgan Evans and Liz Penniman

April Web Coordinator's Meeting

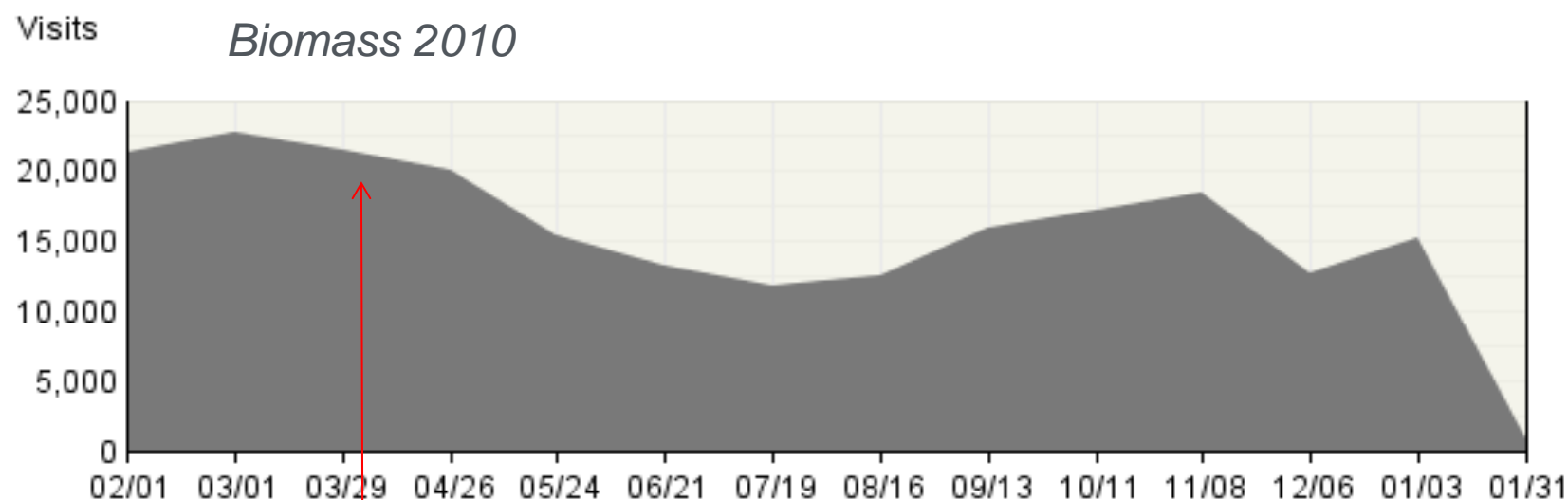
## User Research

4-19-2012

- Throughout 2011, the Biomass Program conducted multiple user research activities to learn about the types of stakeholders that visit the Program's website.
- Research included
  - Analysis of website statistics
  - Online survey
  - Analysis of EERE Information Center monthly reports
  - Interviews with EERE Information Center staff
  - Crazy Egg study on five Web pages.

# Website Statistics – February 2011

- Utilized 'Web Trends' to analyze website statistics from February 1, 2010, through January 31, 2011.
- **Total Site Visits: 218,247**
  - Traffic was significantly higher the months before and after Biomass 2010, held March 30–31.



*Collectively, the months of February through April 2010 accounted for approximately 30% (65,389) of the site's total, annual traffic.*

- **Visitors:**

- **Visits:** 50% of visitors were one-time visitors.
- **Duration:** 69% of visitors spent 0–1 minutes on the site.
- **Page Views:** 55% of visitors viewed 1 page during their visits.

- **Popular Pages:**

1. Home Page: 91,732 visits / 146,594 views
2. ABC's of Biofuels: 36,681 visits / 51,352 views
3. Biomass FAQs: 17,178 visits / 22,234 views
4. Biomass 2010 Conference: 15,074 visits / 22,368 views
5. About the Program: 14,718 visits / 21,994 views

- **Popular Pathways:**

1. Home Page → Financial Opportunities: 11%
2. Home Page → News Detail: 9%
3. Home Page → Integrated Biorefineries: 8%

# Website Survey – March–May 2011

- Conducted an online survey to learn more about the people visiting the Biomass Program website.
- **Responses:** 41 complete; 13 partial (9 spam/junk)
- **Data Collected:** Questions ranged from multiple choice to open-ended and included demographic-, content-, and user-focused types.



# Website Survey – Results & Findings



Energy Efficiency &  
Renewable Energy

## Top User Groups:

1. University/research institute: 34%
2. Industry/manufacturing: 32%

## Frequency of Use:

1. First-time users: 63%
2. Weekly: 15%
3. Monthly: 12%

## Task Completion:

1. Still looking: 42%
2. Partially: 35%
3. Successful: 16%
4. Unsuccessful: 7%

## Purpose of Visit:

1. Specific information related to biofuels: 19%
2. Information about the economics of biomass: 12%
3. Information about the efficiency, feasibility, and advances of biomass: 10%

## Primary Interest in the Biomass Program:

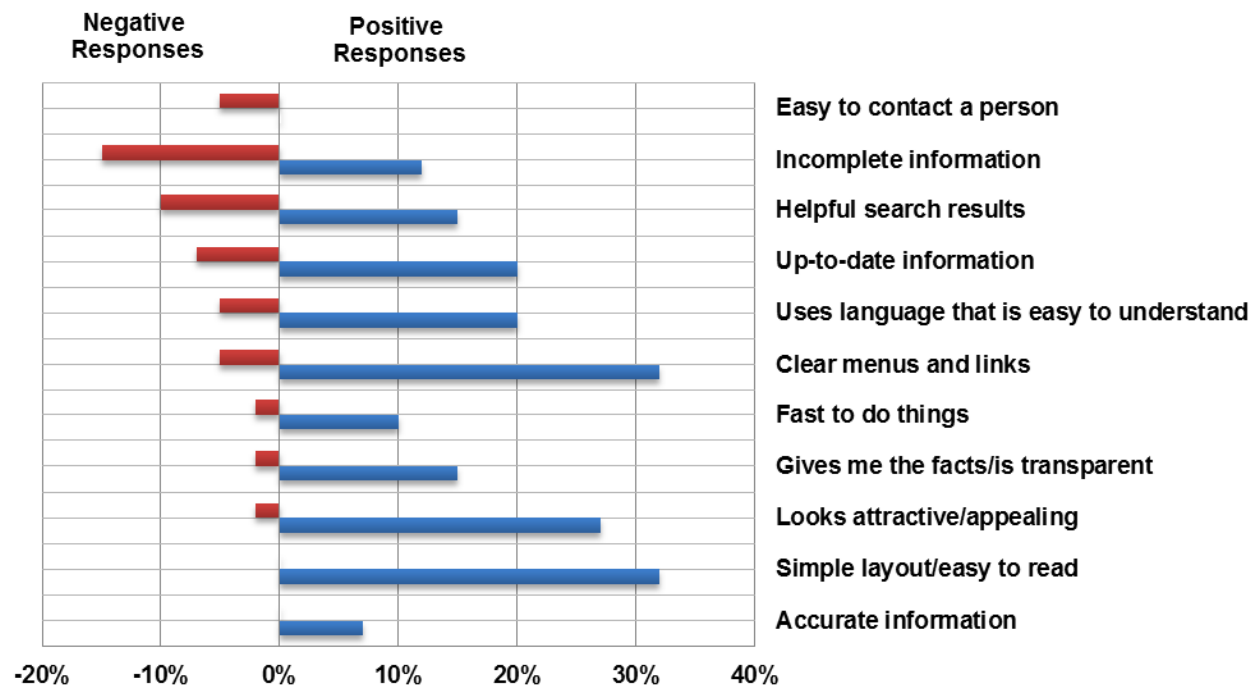
1. Biomass, biofuels, biopower, and/or bioproducts: 63%
2. Biomass Program technology areas: 49%
3. Funding opportunities: 32%
4. Biomass Program activities: 32%
5. Biomass Program news: 27%



# Website Survey – Results & Findings

**User Experience:** Received more positive than negative responses. Top three were related to the site's design/visual elements:

1. Clear menus/links: 32%
2. Simple/easy-to-read layout: 32%
3. Looks attractive/appealing: 27%



# EERE Information Center Monthly Reports – March 2011



Energy Efficiency &  
Renewable Energy

- Analyzed monthly 'Biomass Summary' reports from 2010.

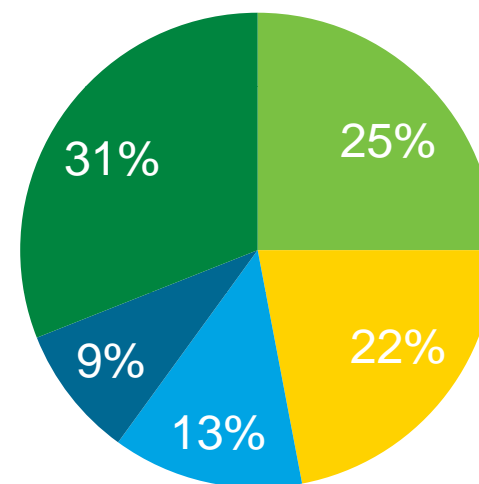
- **Data included within the reports:**

1. Inquiries by Customer
2. Inquiries by Topic
3. Inquiries by Intake Method.

- **Total Number of Inquiries: 372**

- Inquiries were highest at the beginning of 2010. Collectively, the Months of January through March 2010 accounted for approximately 30% of the year's total inquiries.

## Customers:



- Private citizen/general public
- Industry/Manufacturing
- Consulting
- University/research institute
- Other

- **Topics:**

1. Biomass: General/Other: 18%
2. Grants: General/Other: 15%
3. Renewables: Multiple: 6%
4. (A) Economics: Tax Credits: 6%  
(B) Biomass: Ethanol: 6%  
(C) Biomass: Fuels: 6%
5. Economics: Financing: 4%

- **Intake Methods:**

1. Telephone: 79%
2. Web Form: 17%
3. Email: 4%

- Conducted interviews with three EERE Information Center staff members to learn more about the types of customers contacting the center with biomass-related inquiries.
  - 10 open-ended questions
  - 30-minute interview duration, via telephone
- **Customer Profile:**
  - **Types of Customers:**
    - Received inquiries from a range of different audiences groups, including (in no particular order) ***students, entrepreneurs, inventors, manufacturers, lawyers, researchers, government, business, farmers,*** and the ***general public.***
    - Received an even distribution of calls from these different groups.

# EERE Information Center Staff Interviews – May 2011

## – Types of Information:

- Callers asked a range of questions about a variety of topics. Questions asked were usually straightforward and could be answered by call center staff.
- Common topics included:

|   |   |
|---|---|
| Tax incentives for home heating         | Impacts of biomass on the economy       |
| Grants for bio-related businesses       | Biomass Program's overall plans/metrics |
| Funding for inventors                   | Biofuels                                |
| Creating biofuel on a small-scale grant | Feedstocks                              |
| Benefits of biomass                     | Fuel availability                       |

- All three interviewees noted '**financial opportunities**' as one of the top reasons individuals contact the center.



## – Types of Information By ‘Customer:’

- **Entrepreneurs** call about funding opportunities for starting up some kind of renewable energy business.
- **Lawyers** call to find out about the outcomes of Biomass Program- and Recovery Act-related activities.
- **Universities and Researchers** call about financial opportunities, sometimes for clarification about the language used in solicitations.
- **Local government** calls for information surrounding waste management and the utilization of waste for combined heat and power.
- **Students** ask research questions for their classes.
- **Inventors** call about their bio-related inventions, ideas, and new methods, and also ask technical questions about the advancements in biomass, the Btu output of feedstocks, and bioproduction facilities.
- **Companies** ask questions about where they can buy wood waste, in addition to inquiring about ethanol, including its production, benefits, disadvantages, and pricing.
- **Biomass-Related businesses** ask questions about funding opportunities, including where they can acquire financing to start up a bioproduction facility or pursue a biomass-related project.

- **Customer Use of the Biomass Website / Knowledge of the Program:**
  - Interviewees characterized the majority of people contacting the call center as unfamiliar with the Biomass Program, its website, and its resources.
    - “You don’t hear people say, ‘I’ve been on the website for an hour and can’t find what I’m looking for.’ Generally, people get a hold of the information center without visiting the website. The people calling are looking for particular information related to biomass, saw that the government had a Biomass Program, and just want to know where to locate the information they need.”
    - “It is not a matter of callers not being able to find information on the Biomass Program website; they aren’t getting there to start with.”

- **Common Pages Customers Are Referred To:**
  - Staff indicated that they frequently refer callers to the Biomass Program website. Most common pages include:
    1. Financial Opportunities page\*
    2. Information Resources page
    3. Biomass FAQs page
    4. Integrated Biorefineries Map
    5. Feedstocks page
    6. Publication and Product Library
    7. Events page.

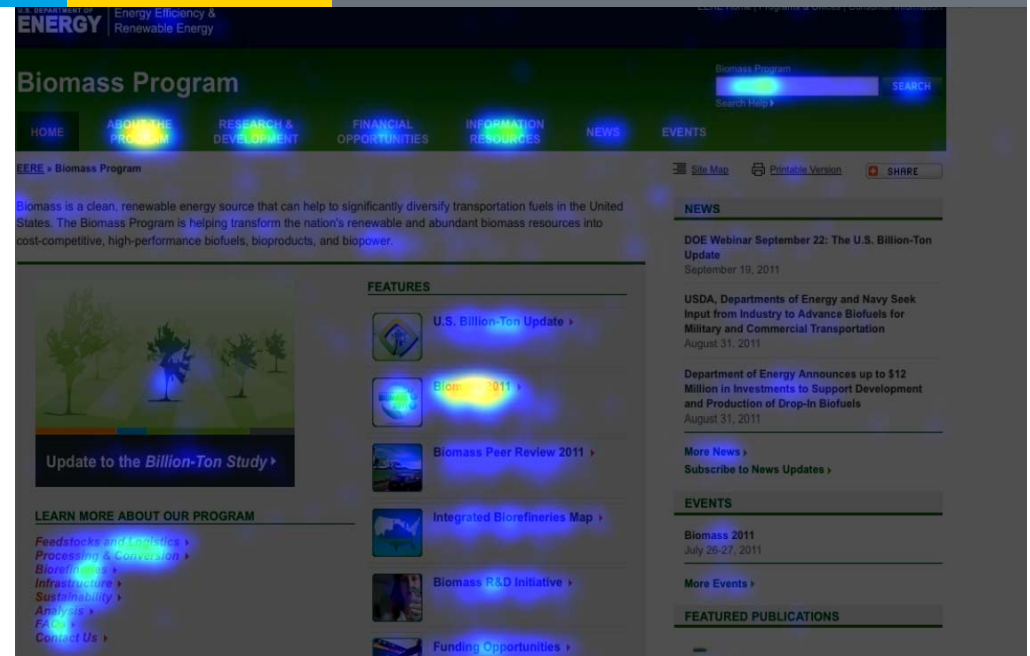
*\*All three interviewees said they refer callers to the Financial Opportunities page.*

- Ran a two-week Crazy Egg study to learn about the ways in which users interact with different page elements. Pages tested include:
  1. Home page
  2. Information Resources page
  3. Project Fact Sheets page
  4. Plans, Implementation, and Results page
  5. Integrated Biorefineries page
- Developed research questions that investigated user interaction with graphics, navigation, content, jump marks, scrolling, and more.

# Crazy Egg Study – October 2011

- **Home Page Results:**

- **Features:** Most popular item on page; accounted for 36% of the page's total traffic.
- By and large, the '**Biomass 2011 feature**' was the most popular item on the page, accounting for 15% of traffic.
- **Rotating Graphic:** Only a small amount of users interact with the image: 4%.
- **News/Events:** Users clicked on both individual news and event items, as well as the full-page listings.





- **Additional Results:**

- **Jump Marks:**

- Users actively utilize “Back to Top” jump marks to navigate around pages.
      - **Project Fact Sheets:** jump marks accounted for 19% of the page’s total traffic.
      - **Plans, Implementation, and Results (PIR):** jump marks accounted for 17% of the page’s total traffic.

- **Scrolling:**

- Gradually decreases as pages lengthen.
      - **Project Fact Sheets & PIR:** less than 50% of users scrolled more than halfway down either page.

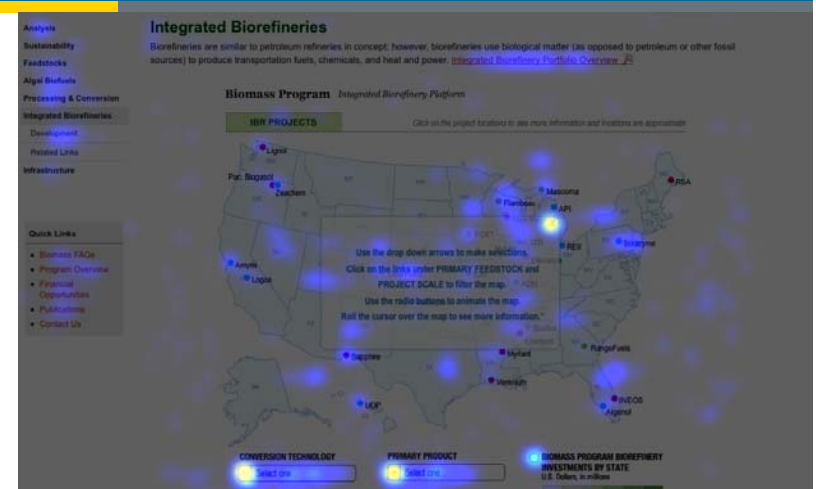
- **Quick Links Box:**

- Largely ignored by users.
      - **Information Resources, Project Fact Sheets, & PIR:** accounted for approximately 3% of traffic.
      - **Integrated Biorefineries:** accounted for approximately 2% of traffic.

# Crazy Egg Study – October 2011

## – Center Column Content:

- Users interact more with center column content (e.g., hyperlinks) than left or horizontal navigation options.
  - **Home:** 50% of total traffic.
  - **Information Resources:** 37% of total traffic.
  - **Project Fact Sheets:** 60% of total traffic.
  - **PIR:** 48% of total traffic.
  - **Integrated Biorefineries:** 85% of total traffic.



- **Popular Content / Items by Page:**
  - **Information Resources:** ‘by audience’ content
    - For Students: 11% of total traffic
    - For Researchers: 9% of total traffic
    - For Industry: 7% of total traffic
  - **Project Fact Sheets:**
    - Feedstocks: 20% of total traffic
    - Biobased Products: 16% of total traffic
  - **PIR:**
    - Program Plans: 30% of total traffic
    - Program Results: 13% of total traffic
  - **Integrated Biorefineries:**
    - Map: 82% of total traffic

# Summary of Key Findings

- **Top User / Audience Groups:**
  - University/research institute
  - Students
  - Industry/manufacturing
  - Private citizens.
- **Popular Content / Interest in the Program:**
  - Financial opportunities
  - Biofuels
  - General information about biomass
  - Events
  - Program focus areas.

- **Design Implications:**

- Release new content and important updates on the website in conjunction with events.
- Use “Back to Top” jump marks to help users navigate around lengthy, text-heavy pages.
- Place important content in the center column of Web pages.
- Use feature graphics to highlight important content, publications, and events on the home page.
- Do not place important content solely in the Quick Links box of a Web page.
- Do not place content beneath the fold of a Web page that includes a prominent graphic.



# Thank You!

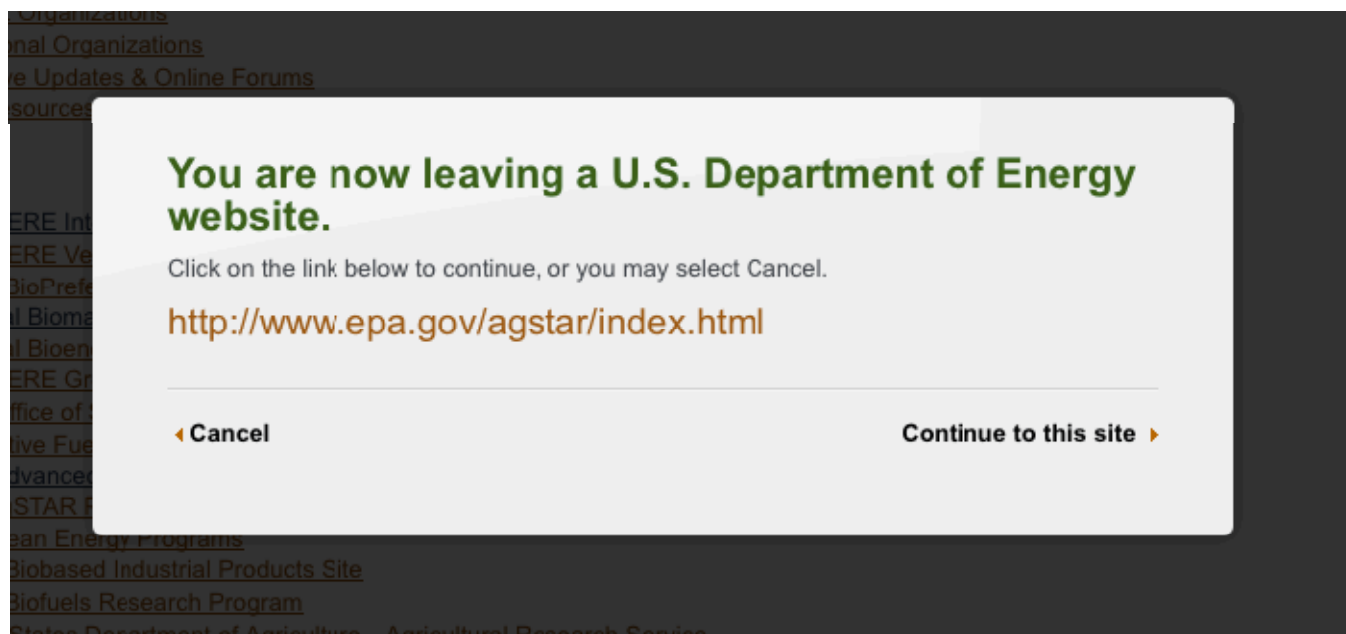
## Questions?

Please email Morgan Evans ([mevans@bcs-hq.com](mailto:mevans@bcs-hq.com)) or Liz Penniman ([epenniman@bcs-hq.com](mailto:epenniman@bcs-hq.com)).

# Linking to Non-DOE “External” Websites

## Functionality

- When a user loads an EERE page, all links are scanned and deemed internal or external
- When a user clicks an external link:
  - Dialog appears stating that they are leaving a U.S. DOE site
  - User can click the displayed link or ‘continue to site’ to navigate away from EERE
  - User can click ‘cancel’, click out of the dialog (in the black area), or press the ‘esc’ key to dismiss the dialog



- When deployed
  - Globally (all pages in the CMS), however, no republishing from the CMS is needed
  - No need for content editors to change the way they code links within the CMS
- Current status:
  - Deployed to the Biomass staging site (finished with testing)  
Master list of what is internal vs. external sites being finalized
  - Deployment date Monday, April 23
- Future plans:
  - Edit the internal vs. external list as needed
  - Provide a coding solution to over-ride this functionality



## AFDC Treejack Study

April 19, 2012

Trish Cozart

[trish.cozart@nrel.gov](mailto:trish.cozart@nrel.gov)



# What Is Treejack?





# Why Did We Use Treejack?

- Test our new navigation theories.
- Have data to back up our navigation choices.
- Test a large group quickly.
- Get card sort-like information without those messy cards!

# What Was Our Process?



Create  
Navigation

Write  
Questions

Get  
Approval

Prime  
Testers



Run Test

## Fuel-Based Navigation

- Biodiesel
- Electricity
- Ethanol
- Hydrogen
- Natural Gas
- Propane
- Efficiency
- Incentives & Laws
- Maps & Data
- Case Studies
- Tools

The Al Center to help make through advan

State

This site is an initiative of the U.S. Department of Energy's [Clean Cities](#) program.

## Task-Based Navigation

**RESEARCH FUELS:** Learn about alternative fuels and advanced vehicles.

**CONSERVE FUEL:** Improve your vehicle's fuel efficiency.

**FIND STATIONS:** Locate alternative fueling stations for your vehicle.

**VIEW TRENDS:** Get alternative transportation data and maps.

**FIND INCENTIVES:** Search for funding, incentives, and laws in your area.

**EXPERIENCE SUCCESS:** Watch videos and read about people using alternative fuels.

**vehicles Data**

Information Re

**Fuels**

- Hydroge
- Natural
- Propane

More Ab

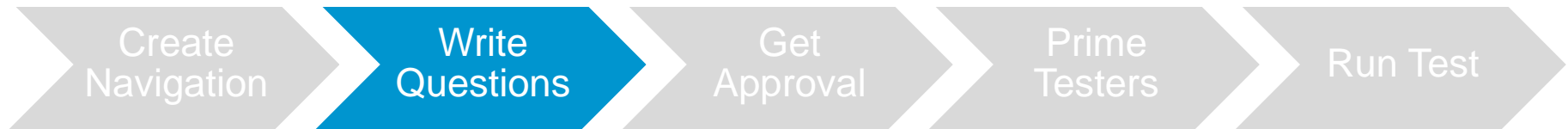
**Vehicles**

- Convers
- Electric
- Flex Fu

More Ab

**Data**

Our [Data](#) section pro facts based on data analysis.



- **How many questions?** 11 questions
- **How long did it take?** Range 3-17 min., Avg: 6 min.

Create  
Navigation

Write  
Questions

Get  
Approval

Prime  
Testers

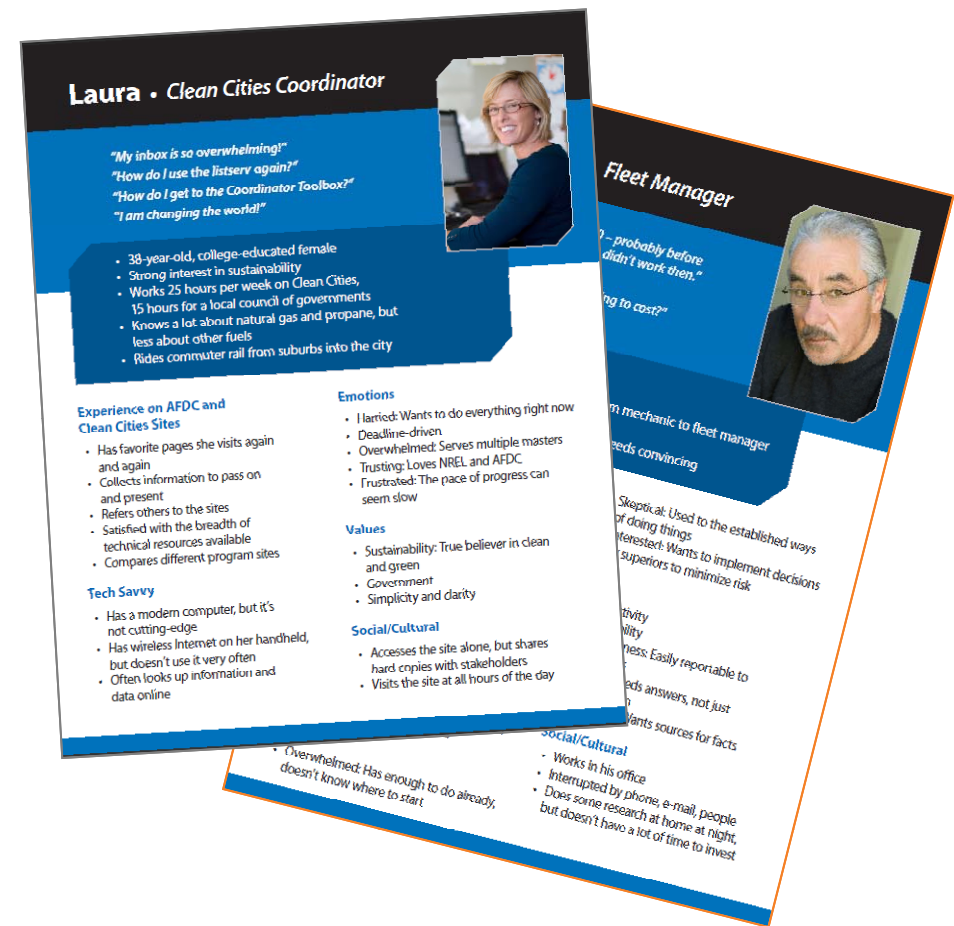
Run Test

- Submit form and a copy of your study to Christina Rouleau.
- Revise based on Chris' comments; resubmit.
- Chris will submit to OMB – they have 5 days to review the collection for approval.

Create  
NavigationWrite  
QuestionsGet  
Approval**Prime  
Testers**

Run Test

- Announced the test to Clean Cities coordinators a month before launching.
- Announced the test during regional calls a week or two before testing.
- Sent out an email to testers letting them know to watch for it.
- Sent out the test.



Create  
NavigationWrite  
QuestionsGet  
ApprovalPrime  
Testers

Run Test

- Pretest with NREL Clean Cities employees
- 2 weeks only
- Half of testers one navigation and half the other
- Most completed it within the first few days
- 125 respondents, 62 test #1 and 63 test #2

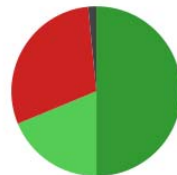


## Fuel-Based Navigation

**6**  
OVERALL

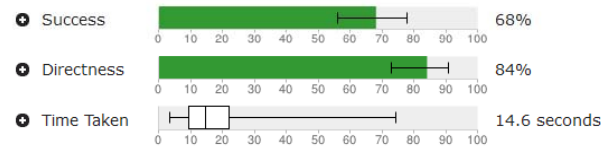
### Task 5

Where would you learn about ways to reduce petroleum use without purchasing new vehicles or using a different fuel?



|                  |    |     |
|------------------|----|-----|
| Direct Success   | 32 | 50% |
| Indirect Success | 12 | 19% |
| Failure          | 19 | 29% |
| Skip             | 1  | 2%  |

\* [View the Pietree for this task](#)

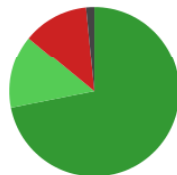


## Task-Based Navigation

**8**  
OVERALL

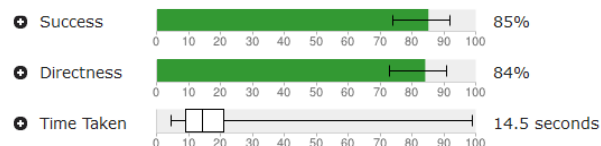
### Task 5

Where would you learn about ways to reduce petroleum use without purchasing new vehicles or using a different fuel?



|                  |    |     |
|------------------|----|-----|
| Direct Success   | 46 | 72% |
| Indirect Success | 9  | 14% |
| Failure          | 8  | 12% |
| Skip             | 1  | 2%  |

\* [View the Pietree for this task](#)



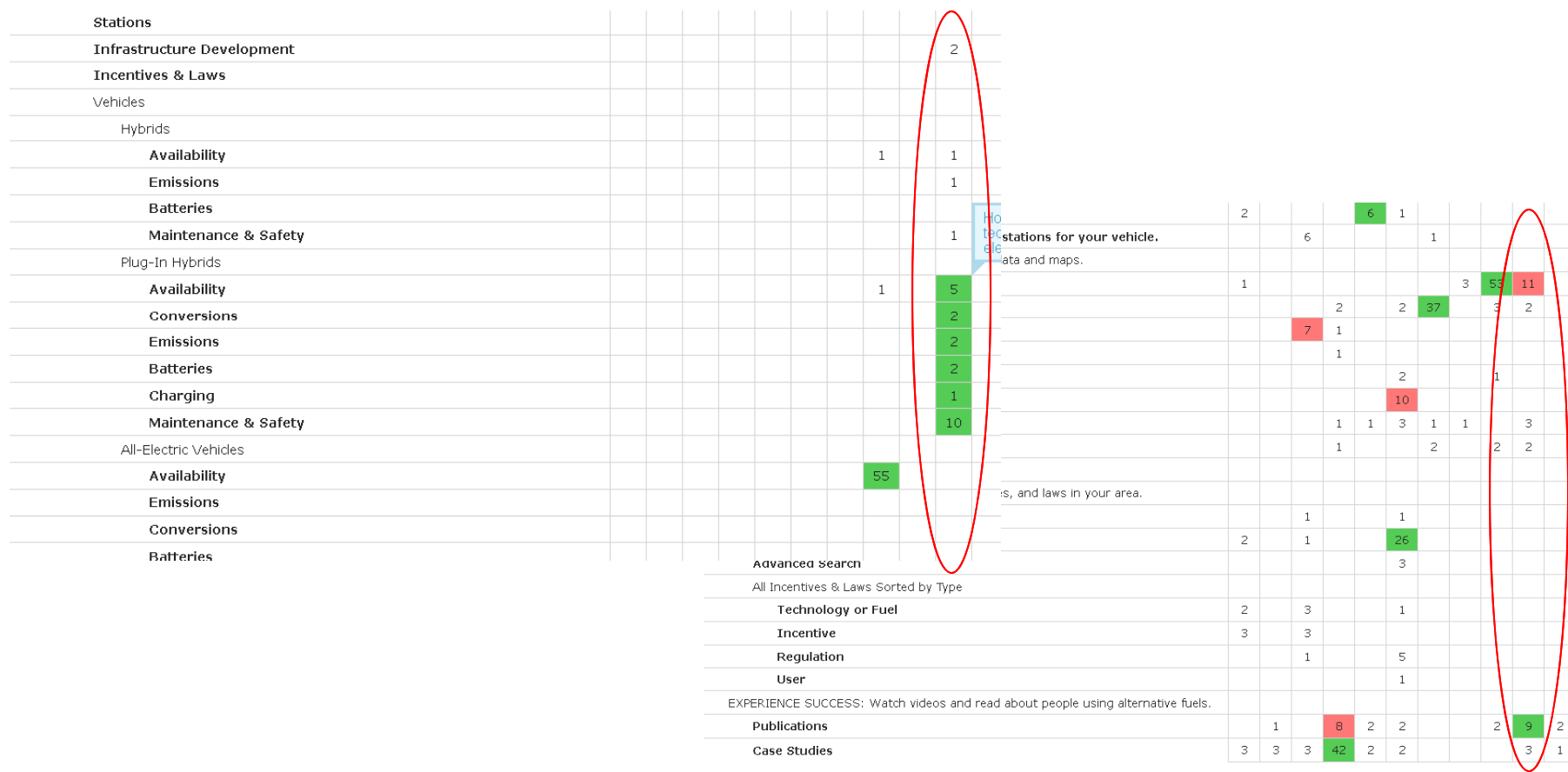
# Results

|                            |  |  |    |   |  |  |  |  |  |
|----------------------------|--|--|----|---|--|--|--|--|--|
| NATURAL GAS                |  |  |    |   |  |  |  |  |  |
| Basics                     |  |  |    |   |  |  |  |  |  |
| Blends                     |  |  |    | 2 |  |  |  |  |  |
| Production & Distribution  |  |  | 1  | 2 |  |  |  |  |  |
| Research & Development     |  |  |    | 3 |  |  |  |  |  |
| Related Links              |  |  |    |   |  |  |  |  |  |
| Benefits                   |  |  |    |   |  |  |  |  |  |
| Prices                     |  |  | 3  |   |  |  |  |  |  |
| Stations                   |  |  | 17 |   |  |  |  |  |  |
| Infrastructure Development |  |  | 37 | 2 |  |  |  |  |  |
| Incentives & Laws          |  |  |    |   |  |  |  |  |  |
| Vehicles                   |  |  |    |   |  |  |  |  |  |
| Availability               |  |  |    | 6 |  |  |  |  |  |

Where would you look for how much it might cost to build a natural gas station?

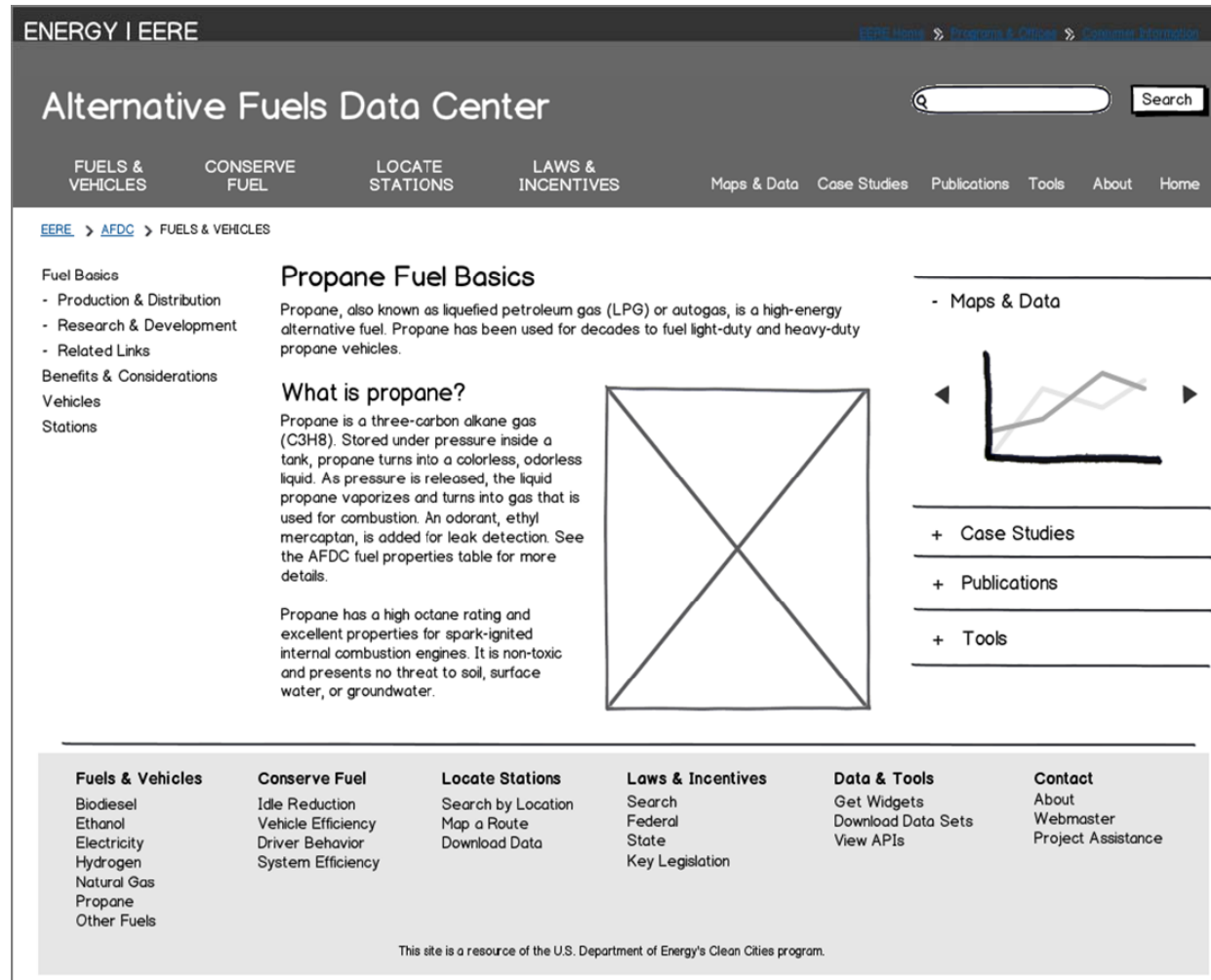
# Results

## Where would you find the latest technical report on plug-in electric vehicles?



# Lessons Learned About the Navigation

- Task-based navigation worked better in most cases.
- People go through the fuels to get to related content.
- We ended up with a hybrid of the two navigations, using the best elements of each.



- Write your questions VERY carefully.
- Make sure you assign multiple good answers.
- A/B testing was very useful.
- OMB fast track is fast.

This tool ROCKS!



We've just posted a new Widget Style Guide on our "Social Media" page, which explains how to design a widget. It explains:

- Where to put the EERE logo
- How large a widget should be
- What fonts and colors to use

It also includes examples of other EERE widgets.

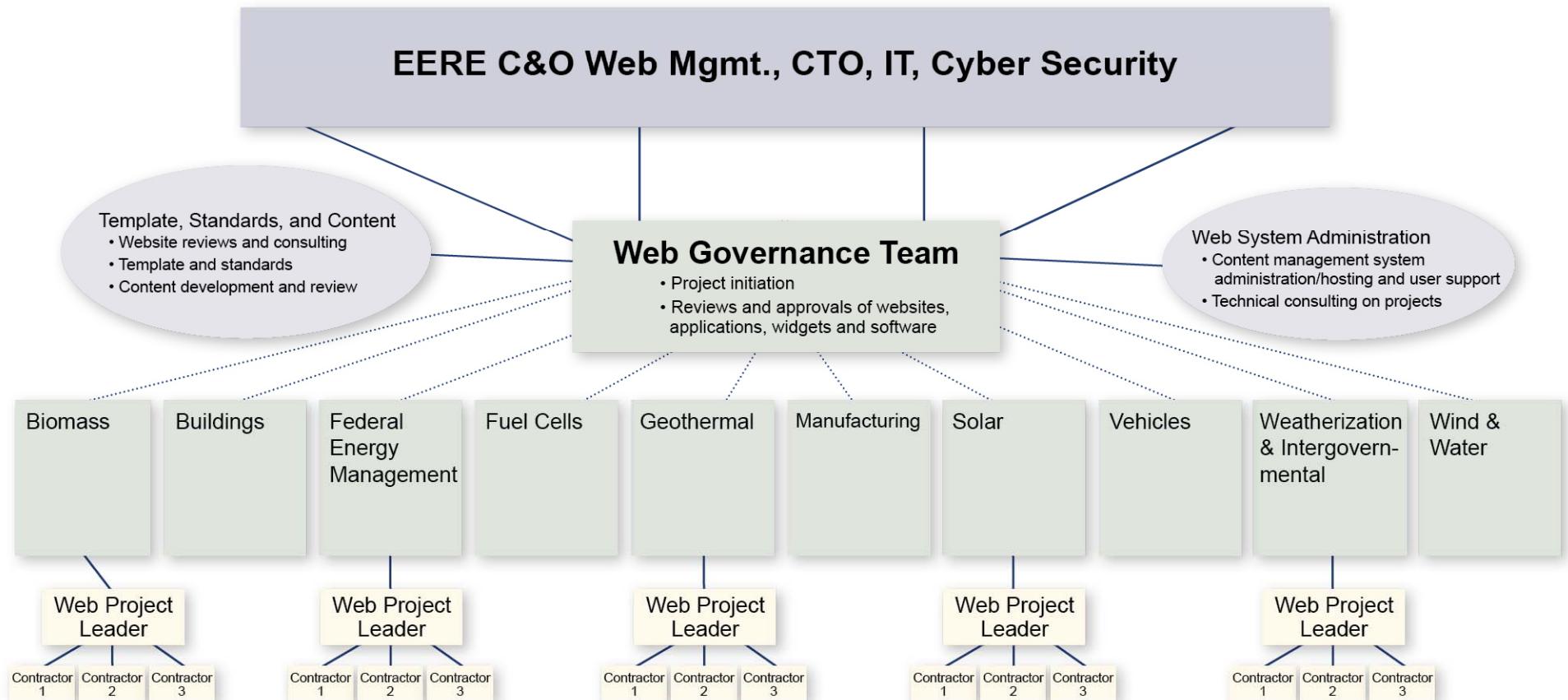


You can find the style guide in the “Widgets” section of the Social Media page:

[http://www.eere.energy.gov/communicationstandards/social\\_media.html](http://www.eere.energy.gov/communicationstandards/social_media.html)

You can also find information on all of the other forms of social media that your Program and EERE can get involved in!

# Web Governance Team



The Project Review Team is now the

## **Web Governance Team**

<http://webgovernanceteam.wikispaces.com/>

We will be updating the info form to have a broader scope,  
beyond just new projects.

What kinds of things would you like to see on the form?

What would be helpful for you?

## Some ideas ...

- ☐ New site or application (database, widget, mobile app, etc.)
- ☐ Redesign of a site or application
- ☐ Site consolidation
- ☐ Migration of a site or application
- ☐ URL request
- ☐ Usability project
- ☐ Consultation with the WGT:
  - ☐ Site look and feel
  - ☐ Consolidating content
  - ☐ Transition to Drupal
  - ☐ Other: \_\_\_\_\_

## Geothermal Technologies Program

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[Multi-Year Plan](#)

[Program Review Meeting](#)

[Federal Interagency Activities](#)

[Blue Ribbon Panel Report](#)

[Contacts](#)

### Plans, Implementation, and Results

The Geothermal Technologies Program (GTP) carries out technology research, development, and deployment through an ongoing process of planning and analysis, implementation, and review. This Web page includes links to documents that support and document the program management process, and the results and public benefits that derive from them.

- [Program Overview](#)
- [Program Plans](#)
- [Program Implementation](#)
- [Program Results](#)

### Program Overview

Learn more about this EERE program.

#### Key Program Overview Documents

- [Geothermal Power/Oil & Gas Coproduction Opportunity](#)   
Coproducted geothermal resources can deliver near-term energy savings, diminish greenhouse gas emissions, extend the economic life of oil and gas fields, and profitably utilize oil and gas field infrastructure. This two-pager provides an overview of [\(more\)](#) [Details](#) [Bookmark & Share](#)
- [Geothermal Technologies Program Fact Sheet](#)   
The DOE Geothermal Technologies Program (GTP) is committed to developing and deploying a portfolio of innovative technologies for clean, domestic power generation. GTP conducts research, promotes development, and builds partnerships to establish geot [\(more\)](#) [Details](#) [Bookmark & Share](#)
- [Geothermal Technologies Program Overview - Peer Review Program](#)  
This Geothermal Technologies Program presentation was delivered on June 6, 2011 at a Program Peer Review meeting. It contains annual budget, Recovery Act, funding opportunities, upcoming program activities, and more. [Details](#) [Bookmark & Share](#)

#### Structure and Key Contacts

- [Geothermal Technologies Program Contacts](#)  
This page lists Geothermal Technologies Program key staff and contact information. [Details](#) [Bookmark & Share](#)

#### Program News

- [Geothermal Technologies Program News](#)  
Current Geothermal Technologies Program news. [Details](#) [Bookmark & Share](#)

# PIR Update

## EERE Program Plans, Implementation, & Results

EERE Program Plans, Implementation, & Results

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### Table of Available Documents

The tables below provide links to hundreds of Web pages, documents, and briefings that provide both summaries and detailed information about each EERE program and its [plans](#), [implementation process](#) and [results](#). To access this information for a particular program, click on the boxes checked for it.

For more information on each of the document categories, view our [glossary](#).

### Program Overview

|  | Renewable Energy (Energy Supply)            |                         |                        |                        |            | Energy Efficiency (Energy Use) |                       |                        |                      |                           |                                    |                |
|--|---|-------------------------|------------------------|------------------------|------------|--------------------------------|-----------------------|------------------------|----------------------|---------------------------|------------------------------------|----------------|
|  | Biomass                                     | Geothermal Technologies | Fuel Cell Technologies | Solar Energy / SunShot | Wind Power | Water Power                    | Building Technologies | Advanced Manufacturing | Vehicle Technologies | Federal Energy Management | Weatherization & Intergovernmental | EERE Corporate |
|  | Research, Development & Deployment Programs |                         |                        |                        |            |                                |                       |                        |                      |                           | Deployment-Only Programs           |                |
| Summary  |   |                         |                        |                        | ✓          |                                |                       | ✓                      |                      |                           | ✓                                  | ✓              |
| <a href="#">Key Program Overview Documents</a>       | ✓   | ✓                       | ✓                      | ✓                      | ✓          | ✓                              | ✓                     | ✓                      | ✓                    | ✓                         |                                    | ✓              |
| <a href="#">Legislative &amp; Executive Guidance</a> |   | ✓                       |                        | ✓                      |            |                                |                       |                        | ✓                    | ✓                         | ✓                                  |                |
| <a href="#">Structure &amp; Key Contacts</a>         | ✓   | ✓                       | ✓                      | ✓                      | ✓          | ✓                              | ✓                     | ✓                      | ✓                    |                           | ✓                                  | ✓              |
| <a href="#">Program News</a>                         | ✓   | ✓                       | ✓                      | ✓                      | ✓          | ✓                              | ✓                     | ✓                      | ✓                    |                           | ✓                                  | ✓              |

✓ Materials Are Available  
N/A Not Applicable

Plans

## Print Templates

The Print Templates are back on Communication Standards!

Remember, these are **optional**. You don't have to use them. But if you want an EERE-branded template for reports, CDs, or many other file types, use these:

[http://www.eere.energy.gov/communicationstandards/templates\\_logos.html](http://www.eere.energy.gov/communicationstandards/templates_logos.html)



- Next meeting: May 15?